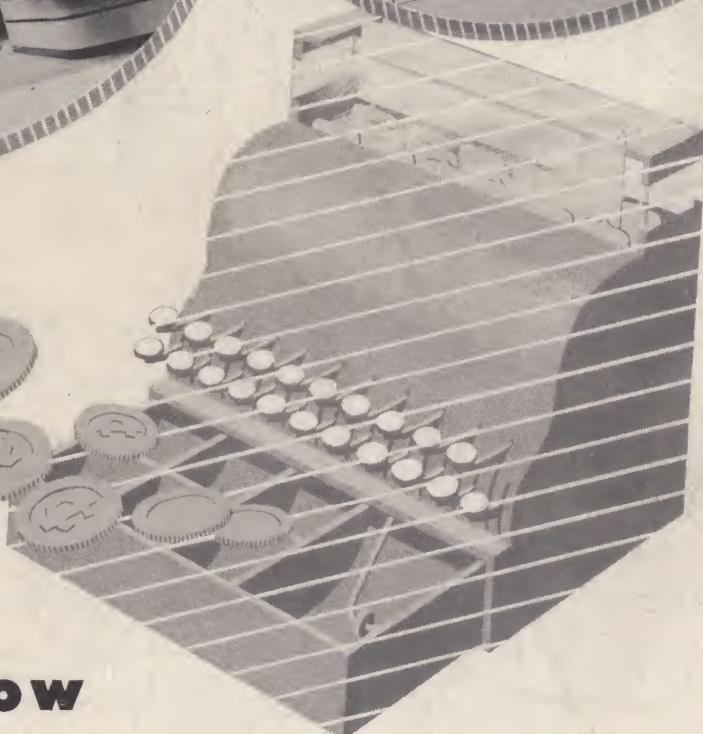


Baptist  
Book Store



**How**

**EYE-APPEAL INSIDE and OUT**

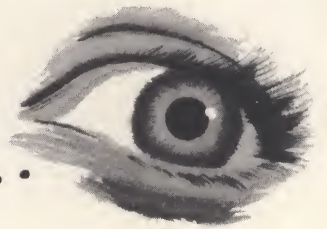
**increases retail sales**







# The store with **EYE-APPEAL**



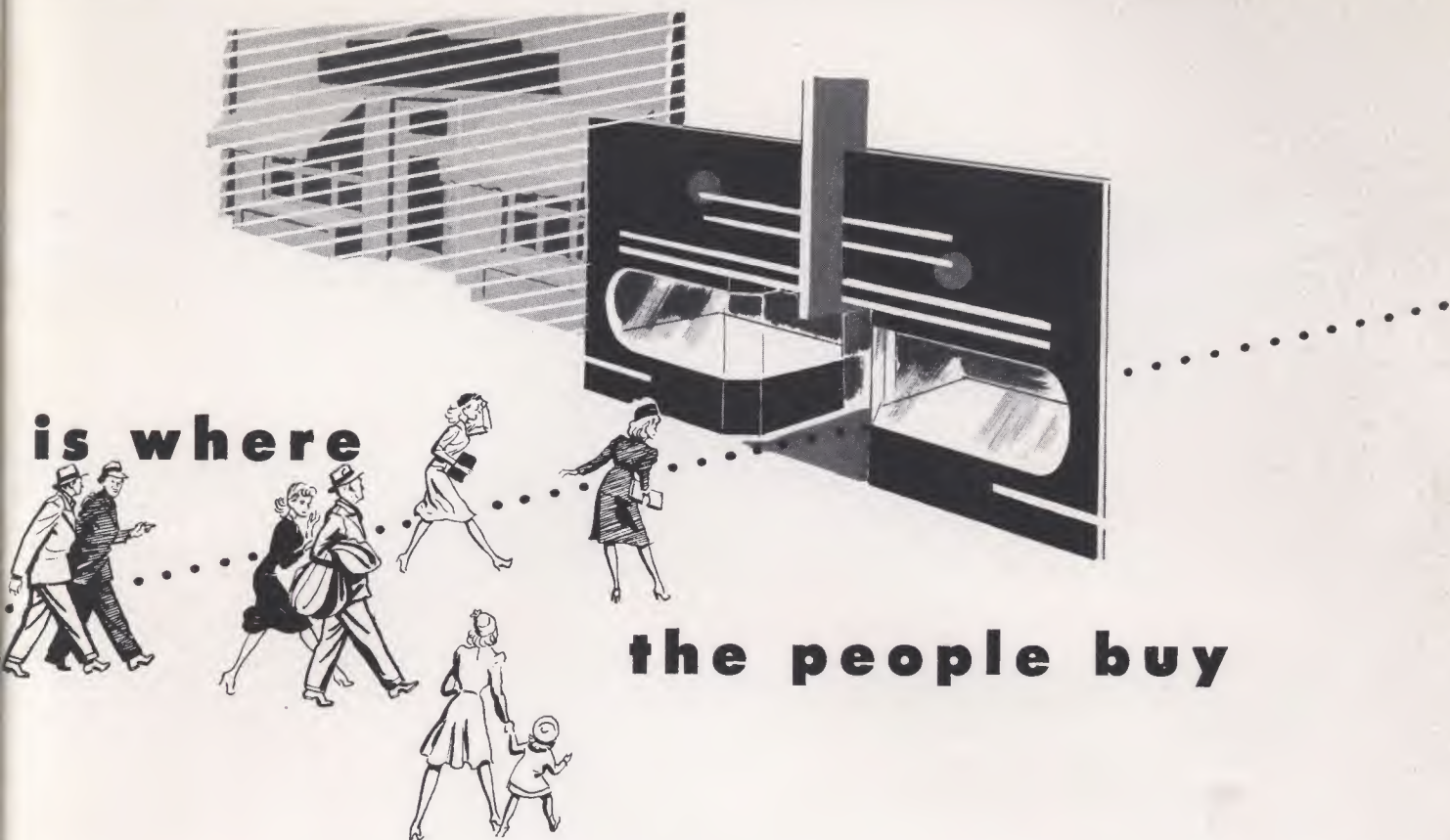
**L**OOK AT YOUR STORE FRONT. If you were a casual customer, would you be attracted to stop...to look in the windows...to enter? Or would you decide that a competitor's shop, down the street a few doors, would be a more likely place to find the merchandise and service you wanted?

The store that has a modern, appealing front is the one that attracts new customers and is a "favorite" with regular customers. Today, in retail selling, the "Eyes" have it. Appearances count more than ever before. Thousands of merchants all over the country have learned by actual personal experience that the store with a modern, individualized front draws more business, a better class of clientele, has a higher unit sale, brings in bigger profits more regularly and steadily than a store whose front is dingy, old-fashioned, and unappealing.

Pittsburgh Glass Products and Pittco Store Front Metal make possible store fronts that are truly individual...that take the fullest and most profitable advantage of the great modern selling magic of "eye appeal". All these products are made by one company...they are all specifically designed to be used in conjunction with each other. A Pittsburgh Store Front invariably stands out from the store fronts of neighboring and competing stores. It invites the trade that brings you profit. It lures business your way and helps you to keep the business you already have.

Property owners, realtors, and building managers handling properties which include store





space have found that Pittsburgh Store Fronts work magic for them, too. In case after case, these modern fronts have shown their ability to make properties more desirable—to make them easier to sell and rent. Unproductive properties have been transformed by Pittsburgh Fronts into revenue producers.

But your store modernization should not stop at the door. The interior of your store should be consistent in beauty and smartness with the new front. There are many Pittsburgh Glass Products which dress up the interior . . . that give a store the good looks, personality, and customer-appeal which make one business place more popular than another. And there are many decorative and utilitarian ways to use these products; the possibilities of glass as a business-builder for you are almost endless.

On the following pages you'll find pictures of Pittsburgh Store Front installations and store interiors of many types of businesses. They will give you an idea of how Pittsburgh Glass Products can be adapted to your own business to attract more customers, to stimulate sales.

When you are ready to modernize your store, the Pittsburgh Plate Glass Company recommends that you consult an architect. He will help you develop a plan for a truly individualized store, inside and out. Our own experts will be glad to cooperate with him, and with you. And if you desire it, convenient terms can be arranged through the Pittsburgh Time Payment Plan.





## STORE FRONTS

### GIFT SHOP

**LOCATION:** Alexandria, La.

**ARCHITECT:** Herman J. Duncan & Associates.

**PRODUCTS USED:** Blue, Beige and Ivory Carrara Structural Glass; Pittsburgh Copper Back Mirrors; Pittsburgh

Polished Plate Glass; Pittco Store Front Metal.

"The reputation of our Gift Shop has spread all over Louisiana," writes the owner. "We are pleased with the installation of our front, we can assure you."



**FURNITURE STORE**

**LOCATION:** Birmingham, Ala.

**ARCHITECTS:** Miller, Martin & Lewis.

**PRODUCTS USED:** Ivory Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittsburgh Mirrors; Pittco Store Front Metal.



Before

After



**WOMEN'S WEAR**

**LOCATION:** Milwaukee, Wis.

**ARCHITECT:** I. M. Cohen.

**PRODUCTS USED:** Herculite Tempered Plate Glass.





Before



After



#### MEN'S WEAR

**LOCATION:** Birmingham, Ala.

**ARCHITECTS:** Miller, Martin & Lewis.

**PRODUCTS USED:** Black Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.



## STORE FRONTS

### FOOD STORE

**LOCATION:** Boston, Mass.

**ARCHITECT:** John Matthew Hutton.

**PRODUCTS USED:** Pittsburgh Crystalex Plate Glass; Pittsburgh Crystalex Mirrors.

### WOMEN'S WEAR

**LOCATION:** San Diego, Cal.

**ARCHITECTS:** Gruen & Krummeck.

**PRODUCTS USED:** Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass.



### FLORIST SHOP

**LOCATION:** Oklahoma City, Okla.

**DESIGNER:** R. J. Bennett Beistle.

**PRODUCTS USED:** Black and Gray Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

"Flowers are beautiful, and should be displayed," writes the owner of this attractive shop. "We found the way to do it effectively by installing your store front. Since making this improvement our business has greatly increased."

Before

After







8

## BAKERY

**LOCATION:** Philadelphia, Pa.

**ARCHITECTS:** Thalheimer & Weitz.

**PRODUCTS USED:** Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass; Pittco Store Front Metal; Black and Gray Carrara Structural Glass.

## STORE FRONTS

### GARAGE AND SERVICE STATION

**LOCATION:** West Pittston, Pa.

**PRODUCTS USED:** Ivory, Black, Wine and Blue Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

"Our Carrara Glass front," writes Mr. Stauffer, "has been one of the attractions of this area. Being of glass, it is always clean, and I feel that it is the most attractive and serviceable front obtainable. We would not hesitate to recommend to anyone installing a new front, to use glass."





**MILLINERY SHOP**

**LOCATION:** Los Angeles, Calif.

**PRODUCTS USED:** Herculite Tempered Plate Glass; Pittsburgh Polished Plate Glass.



**GARAGE**

**LOCATION:** Grantsville, Md.

**PRODUCTS USED:** Black, White and Rembrandt Blue Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

"We are very much pleased with the installation in two ways," wrote Harvey Gortner shortly after his garage was remodeled with Pittsburgh Products. "One is the neat appearance of the building, and the other is the substantial increase of business brought to our establishment."





#### **SALES OFFICE**

**LOCATION:** Milwaukee, Wis.

**ARCHITECTS:** Eschweiler & Eschweiler.

**PRODUCTS USED:** Black, Gray and Wine Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

Just after this store front was installed, the Sales Agent wrote: "We are well pleased with our Front at our new office, as we consider it in keeping with the high standard of our product."

## **STORE FRONTS**



#### **BAKERY**

**LOCATION:** Homestead, Pa.

**PRODUCTS USED:** Black, Beige, and Ivory Carrara Structural Glass; Pittco Store Front Metal; Herculite Tempered Plate Glass.

Mr. Wohlfarth wrote: "I am taking this opportunity to let you know how pleased we are with our new front. We find from the many compliments we have received since the installation of the new front, especially the all-glass doors, that we have made a wise investment."



.....

**DEPARTMENT STORE**

**LOCATION:** Baltimore, Md.

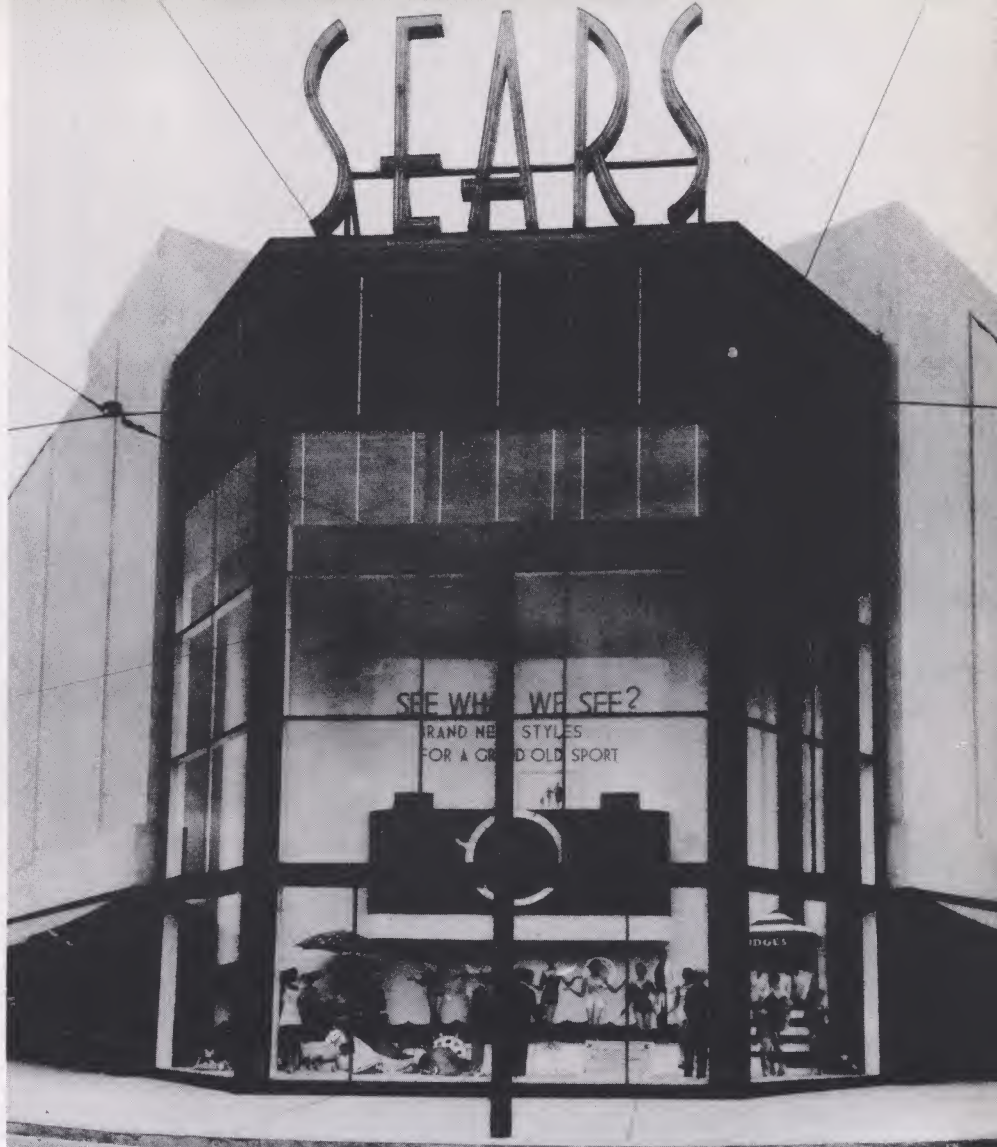
**ARCHITECTS:** Nimmons, Carr & Wright.

**PRODUCTS USED:** Black Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

**BAKERY**

**LOCATION:** Camden, N. J.

**PRODUCTS USED:** Pittsburgh Polished Plate Glass; Ivory, Jade Green and Forest Green Carrara Structural Glass; Pittco Store Front Metal.



11

Koerner's



BAKERY





# ARTHUR



## STORE FRONTS

Before

After



# PFEIFFER

## JEWELERS

PFEIFFER

### JEWELRY STORE

**LOCATION:** Parsons, Kans.

**PRODUCTS USED:** Blue and Ivory Carrara Structural Glass; Herculite Tempered Plate Glass; Pittco Store Front Metal.

"We have received many compliments on our front from people in Parsons and from other cities," writes Mr. Pfeiffer. "We have always tried to operate a progressive store, and believe that such an investment pays the merchant many times in return."



## **FURNITURE STORE**

**LOCATION:** Decatur, Ill.

**ARCHITECT:** Engineering Service Corp.

**PRODUCTS USED:** Wine and Gray Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal; PC Glass Blocks.

"... our new front has been a tremendous asset in attracting people to our store," wrote the owner, shortly after his new front was installed. "We sincerely recommend new fronts for any line of business that must cater to the public. Increased sales will more than offset the cost of the front ..."

## **JEWELRY STORE**

**LOCATION:** Miami Beach, Fla.

**ARCHITECT:** Albert Anis.

**PRODUCTS USED:** Gray Carrara Structural Glass; Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass; Pittsburgh Mirrors; Pittco Store Front Metal.

# NEVINS



## **DRUG STORE**

**LOCATION:** Philadelphia, Pa.

**ARCHITECTS:** Thalheimer & Weitz.

**PRODUCTS USED:** Gray and Ivory Carrara Structural Glass; Pittsburgh Polished Plate Glass; Herculite Tempered Plate Glass; Pittsburgh Mirrors; Pittco Store Front Metal.

"We are entirely pleased with our front, and we have found that our business has improved considerably as a result of it," writes the manager. "The front is a splendid one and exceeds our expectations as to appearance and pulling power."





# STORE FRONTS



## THEATRE

**LOCATION:** Braddock, Pa.

**ARCHITECT:** Samuel Barbalat.

**PRODUCTS USED:** Gray, Black, Ivory and Orange Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

## BAKERY

**LOCATION:** Avalon, Pa.

**ARCHITECT:** F. H. Floyd.

**PRODUCTS USED:** Black and Ivory Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.

"We are very proud of our new store front," wrote Alma Mandl, ". . . and our customers are also proud of it . . ."



After



Before



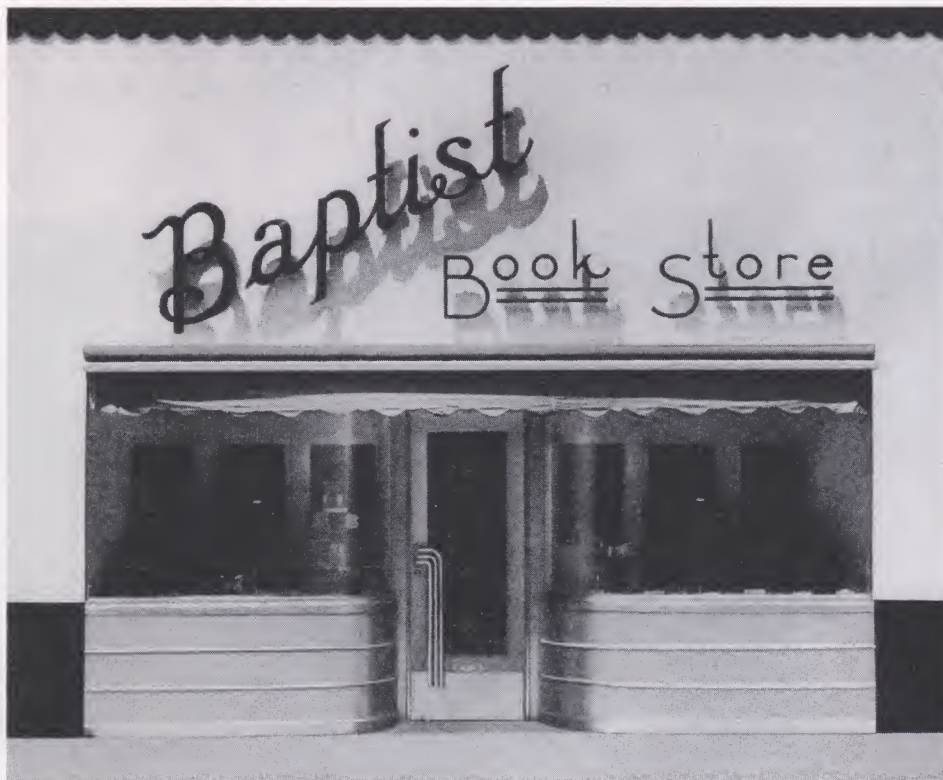
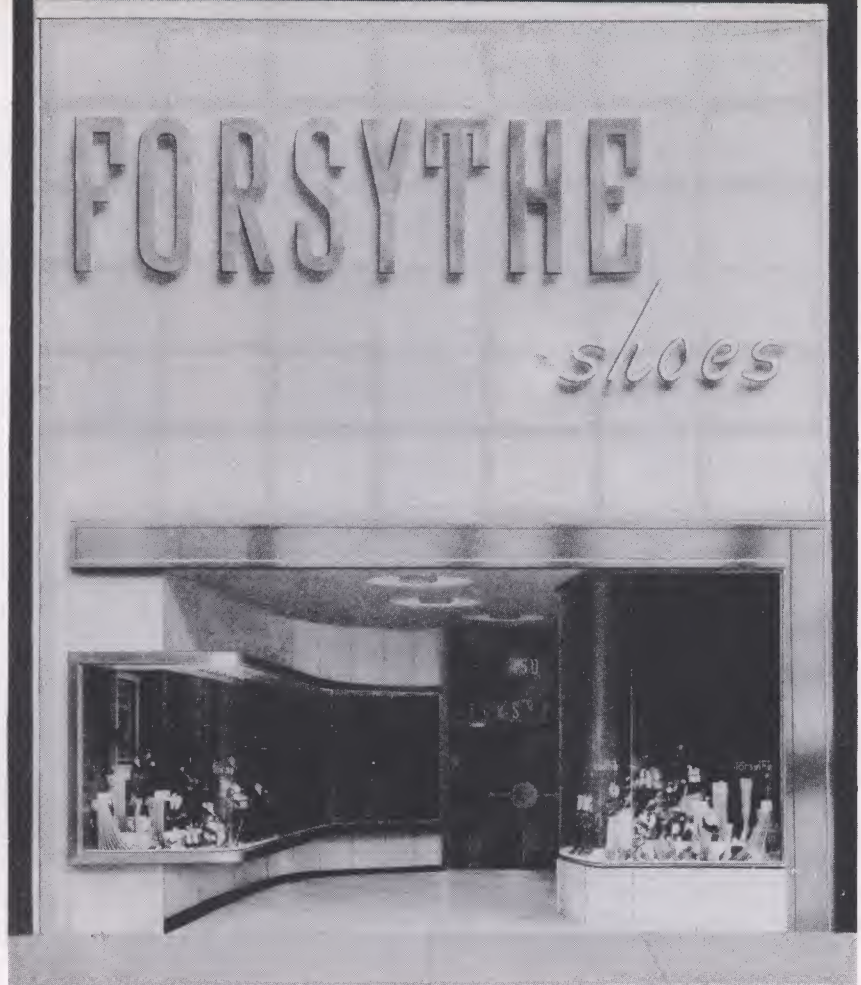
## SHOE STORE

**LOCATION:** Louisville, Ky.

**ARCHITECT:** Morris Lapidus.

**PRODUCTS USED:** Gray Carrara Structural Glass; Pittsburgh Polished Plate Glass, Herculite Tempered Plate Glass; Pittco Store Front Metal.

"We are quite pleased with our store front in Louisville," wrote an official of the Company, shortly after the front was installed, "and have had many favorable comments on its appearance. The Herculite Doors, of course, make it possible to get a clear view of our complete interior . . ."



After

## BOOK STORE

**LOCATION:** Oklahoma City, Okla.

**ARCHITECT:** G. Daniel Rue.

**PRODUCTS USED:** Black and Ivory Carrara Structural Glass; Pittsburgh Polished Plate Glass.

The year after the new store front was installed, the manager of this book store reported that sales increased 19%, and attributed a large proportion of the gain to the new front.



Before



## STORE FRONTS

### AUTO DISPLAY ROOM

**LOCATION:** Pittsburgh, Pa.

**ARCHITECT:** Joseph Hoover.

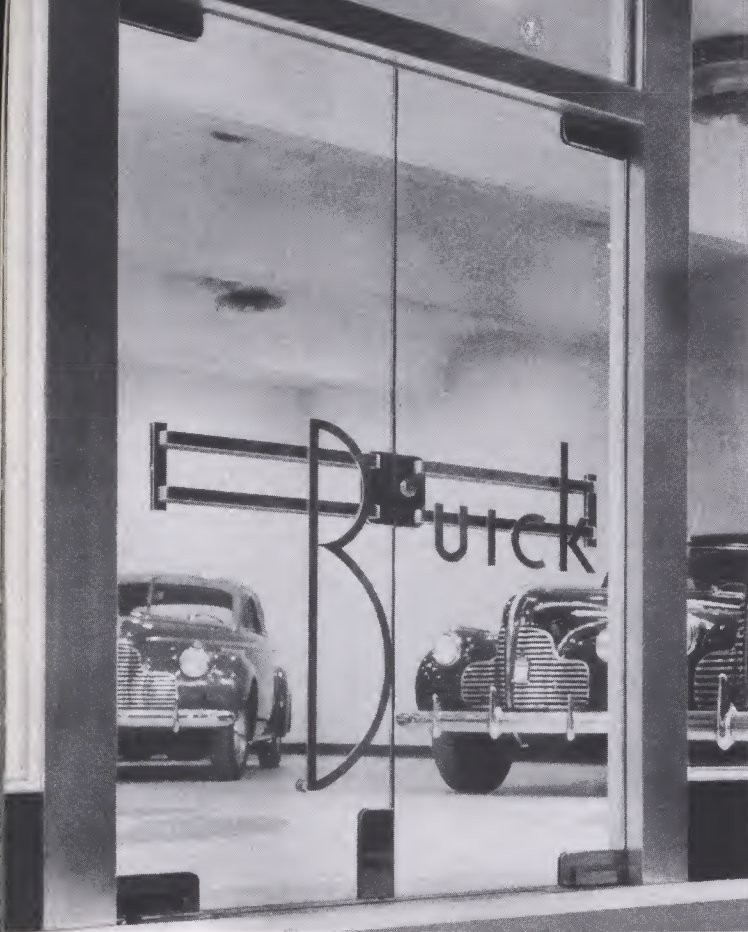
**PRODUCTS USED:** Herculite  
Tempered Plate Glass.

### WOMEN'S SHOP

**LOCATION:** New York.

**ARCHITECT:** Morris Ketchum, Jr.,  
Associate designer: Victor Gruen.

**PRODUCTS USED:** Gray Carrara  
Structural Glass; Pittsburgh Polished  
Plate Glass.



Before



After



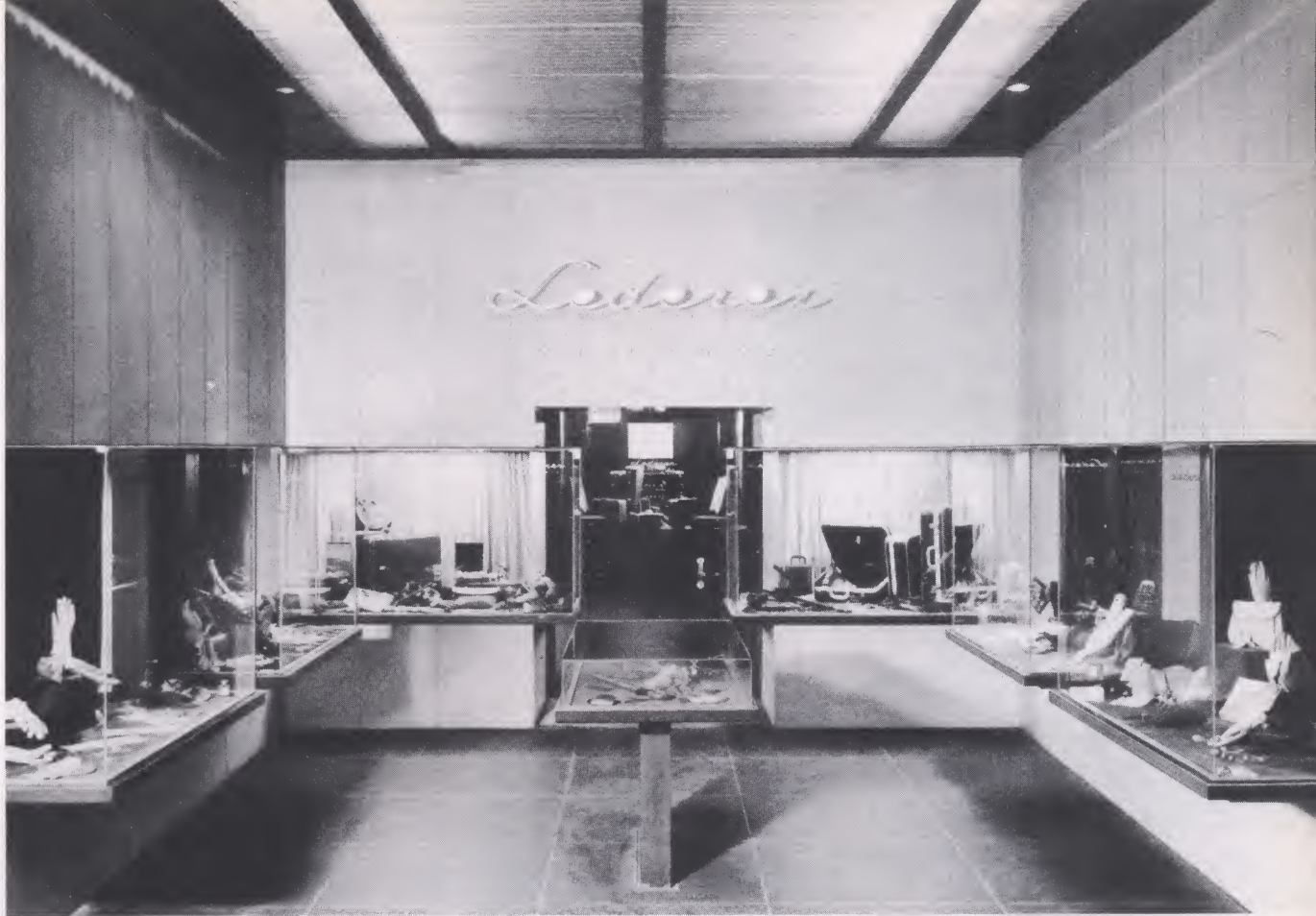
### JEWELRY STORE

**LOCATION:** Massena, N. Y.

**PRODUCTS USED:** Black Carrara  
Structural Glass; Pittsburgh  
Polished Plate Glass; Pittco Store  
Front Metal.

Shortly after this installation was made, Mr. Carbino reported: "We are very pleased with the store front. Briefly, we believe it is the best investment we ever made."





Before



After



#### RESTAURANT

**LOCATION:** Chicago, Ill.

**PRODUCTS USED:** Wine and Gray Carrara Structural Glass; Pittsburgh Polished Plate Glass; Pittco Store Front Metal.





Before



After



Open Front

# There's a NEW TREND in store design

## STORE DESIGN . . . THEN AND NOW.

The three pictures of this bar in a midwest city show graphically what can be done to give a store front more customer-appeal. A few years ago this bar was modernized with Pittsburgh Products for Store Fronts — was changed from an unattractive establishment to a smart and neat-looking bar that would appeal to the customer as a place he would like to patronize. The third illustration shows how this same bar would look if it were to be given a new "open face" — added appeal — by larger areas of transparent glass.



Judging from stores recently built or modernized, and from the designs for current store projects now being done by leading architects, there is a new trend in store design well under way. This design trend is toward the harder selling, more inviting "open vision" store . . . the store whose front is so designed that free, uninterrupted vision is permitted from the street directly into the store's interior. Thus, the well-planned, attractive interior of a store becomes a valuable display element to catch the eye of customers and invite patronage. The increasing use of transparent Herculite Doors, and the growing use of large areas of Plate Glass are indicative of this trend toward "open vision" design. The next few pages show illustrations of the application of the "open vision" principle to specific stores, and some recent "open vision" fronts designed by famous architects.



Before

**A STRIKING FRONT** flags down new customers. Here you see how Carrara Glass, Pittsburgh Polished Plate Glass, and Pittco Metal were used to give this restaurant a new front that makes a strong bid for business. In accord with the trend toward "open vision" is the third illustration which shows the architect's conception of this same restaurant as it would look if it were "opened up". The interior of the restaurant is now part of the front and makes a strong bid for business. This front says, "Our food is good; our restaurant is clean". Customers are attracted and profits boosted.



After



Open Front



Before



After



## STORE FRONTS

**AN EXCELLENT EXAMPLE** of store front remodeling is this hardware store in Ohio. Through the use of contrasting colors of Carrara Structural Glass, and by enlarging the window area and including PC Glass Blocks above the window, this store front was transformed from a cluttered-looking front to a neat, attractive front that draws customers and gives the store prestige in the community. Then, the architect shows what could be done to make this store an "open front" — to make the interior an important and valuable display element that extends an invitation to the passer-by.

Open Front



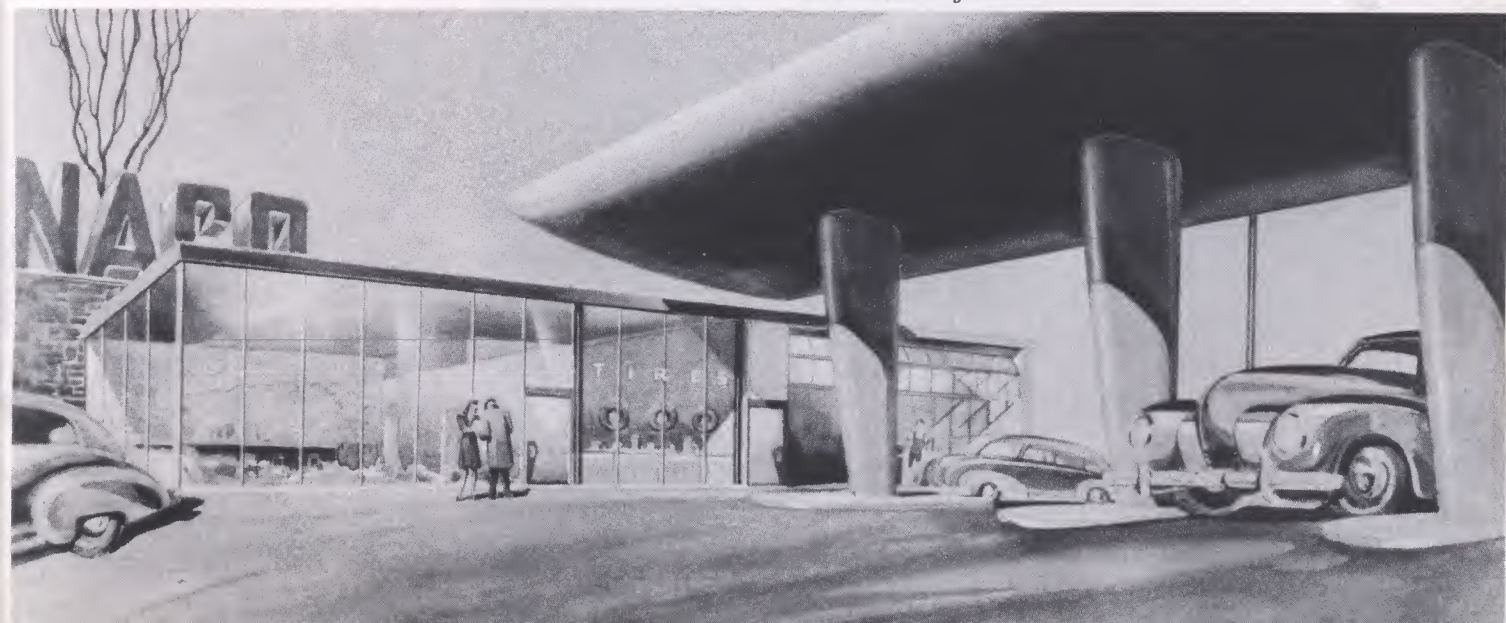




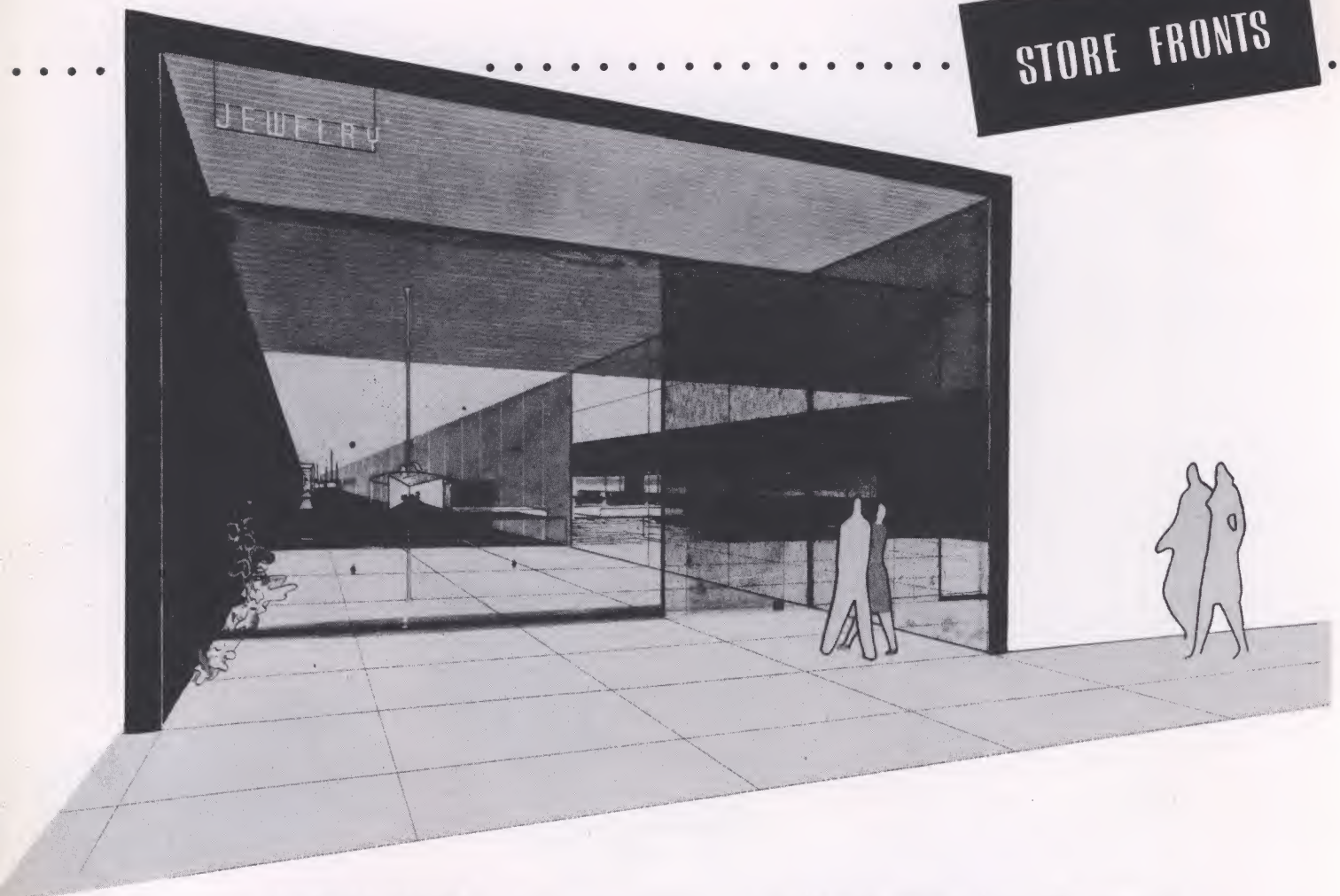
#### HABERDASHERY STORE.

"A store for men should have a quiet and dignified appearance. Men don't want to be influenced by the fanciness of a display." In their design, Gruen and Krummeck, Architects, have chosen an unsymmetrical arrangement which gives display possibilities to small articles, which warrant a showcase-like display, and to other merchandise, such as suits and jackets, which are displayed on mannequins in a large show window.

**SERVICE STATION.** Here's a service station that invites the customer to come inside. All cars can be put under cover of a large "airplane wing" which is supported on hollow metal piers. Customers and station attendants have covered access to and from the rest room, sales office, and lubratorium. The glass garage doors admit plenty of natural light and permit vision into the interior of the garage. The rest room is glazed with Pittsburgh Polished Plate Glass. The rear interior wall of the rest room is Wine Carrara Structural Glass. Architects: Ely Jacques Kahn, Robert Allan Jacobs.







**JEWELRY STORE.** A fitting background for the merchandise is made possible by the use of many glass products in Architect Walter Gropius' conception of a jewelry store. The entrance door section is Flesh Colored Plate Glass. Side wall to the right is Plate Glass Mirror and gives the illusion of

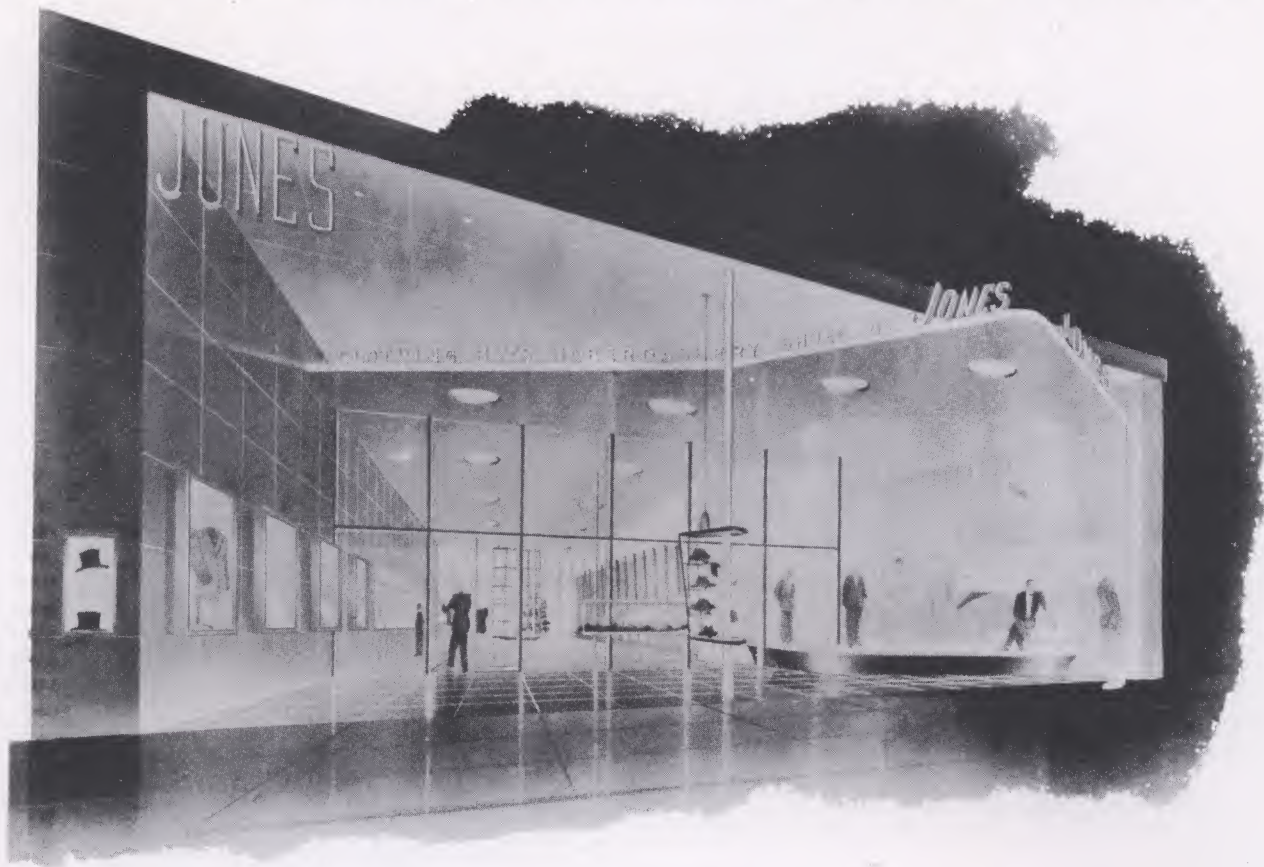
a double-wide entrance lobby. The left wall is Black, Suede-finish Carrara Structural Glass and makes an effective background for jewelry. A slowly rotating showcase, in the foreground of the store, permits complimentary showing of the jewels.



## WOMEN'S APPAREL SHOP.

The interior becomes part of the store front in this design by Jose A. Fernandez. The architect has made this corner shop "open faced" by using a Plate Glass partition and Herculite Doors. Thus, vision into the interior of the shop is permitted. Shadow boxes for display are carried into the store proper to minimize the division between interior and exterior. A continuous canopy provides shelter for the prospective customer, aids in eliminating sun glare and reflections on the Plate Glass, and protects the octagonal jewelry case.



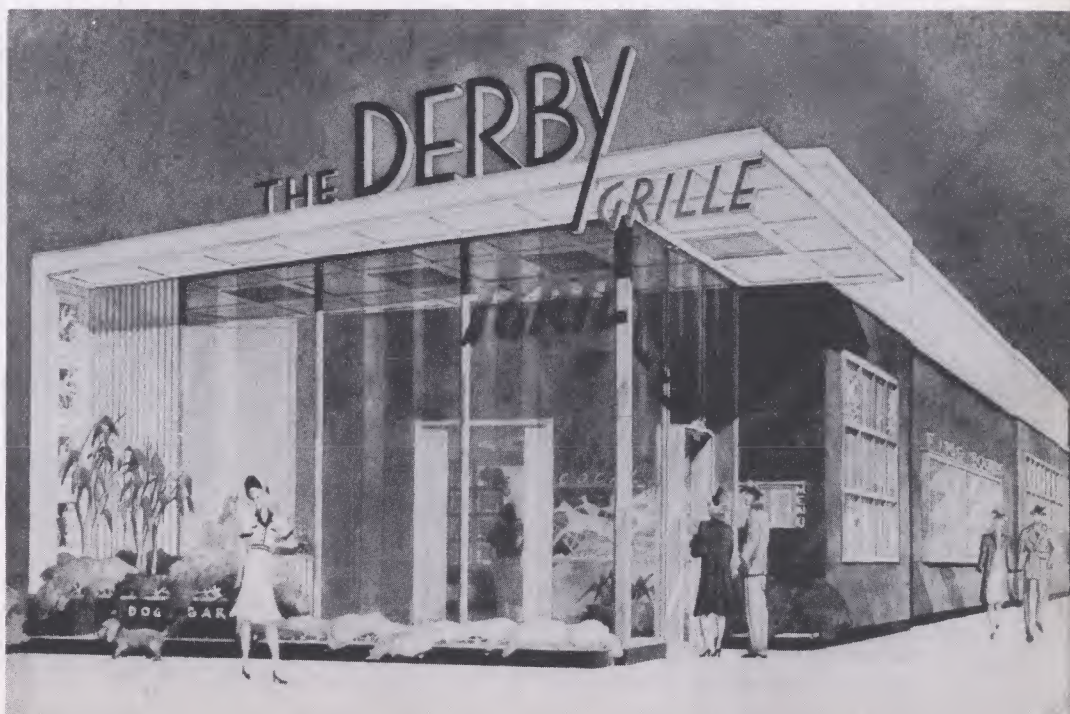


**MEN'S APPAREL SHOP.** The interior of this shop becomes an integral part of the store front. Pittsburgh Polished Plate Glass and Herculite Glass form the division between the interior and exterior, yet make them appear as one. Mr. Morris Lapidus, Architect, says, "Despite the great openness

in the store front, there is a maximum amount of display with a minimum of cutting off of the vision of the interior. Carrara Glass not only forms the front in permanent color but goes back into the store to further tie the two units together."

**RESTAURANT.** "Bearing in mind the present trend and great sales advantage of the 'open-faced' shop as well as a narrow corner lot, the architect was confronted with an interesting problem in restaurant design, as it was his desire to maintain the general character of the postwar block of shops, and yet in a restaurant and cocktail lounge the public demands privacy and a feeling of intimacy.

"These conditions were met by setting the actual building face back from the street front and glazing the entrance foyer, thereby overcoming the hesitance of the average customer about 'taking a chance' on a new eating establishment." Architect: Rowland H. Crawford.







## INTERIORS

**THIS SUPPER CLUB** in the Hotel El Cortez, Reno, Nevada, makes use of the clean, crystal sweep of Herculite Doors and partitions to help build the

atmosphere of beauty and restfulness for which the room is noted. Williams and Grimes, A. R. Williams, Architect.



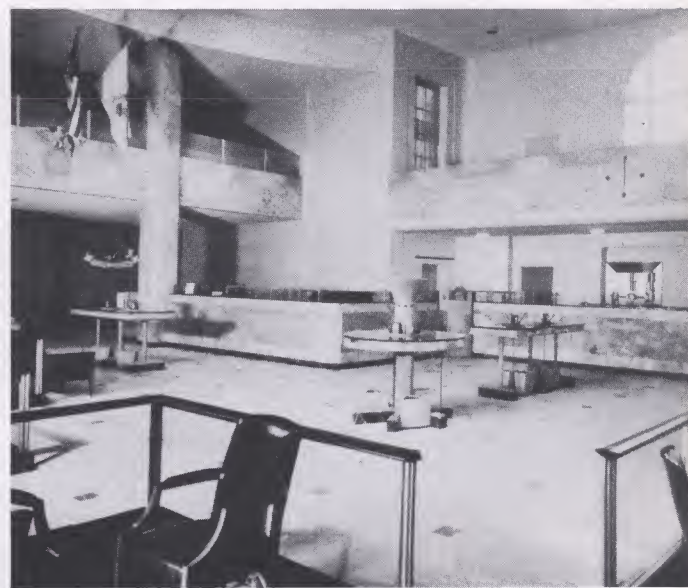


**LARGE MIRRORS**, decorated by sand-blasting and painting, and a pair of handsome Herculite Plate Glass Doors put invi-

tation-plus into one of Atlanta, Georgia's leading club rooms. Architects: Schutze & Armistead.



**YOU CAN HAND GLASS** a great deal of the credit for the attractiveness and smartness of this dairy products bar. PC Glass Blocks, illuminated from behind, form an unusually eye-catching counter. And large mirror panels behind the bar contribute their share of appeal. Architect: V. J. Schoeneman.



**RESTRAINED BEAUTY** and dignity keynote the interior of this Savings Institution in Paterson, N. J. Heavy Plate Glass for table tops and supports, and Polished Plate Glass partitions help greatly in achieving the desired effect. Architects: Walker & Gillette.





**A BALLROOM** should be gay and festive in appearance . . . and this one, in the St. Charles Hotel, New Orleans, is just that. Much of its light-hearted appeal is created by Glass . . . Herculite Doors, handsome mirrored columns, PC Glass Blocks, and large wall mirrors. Designer: H. W. Genone.

## INTERIORS

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**COMBINING USEFULNESS** and decorative appeal, these large mirrored columns are ideal for a woman's dress shop. Made from genuine Pittsburgh Polished Plate Glass, such mirrors are thoroughly in keeping with the fashionable smartness of the merchandise you have to sell. Architect: I. M. Cohen.

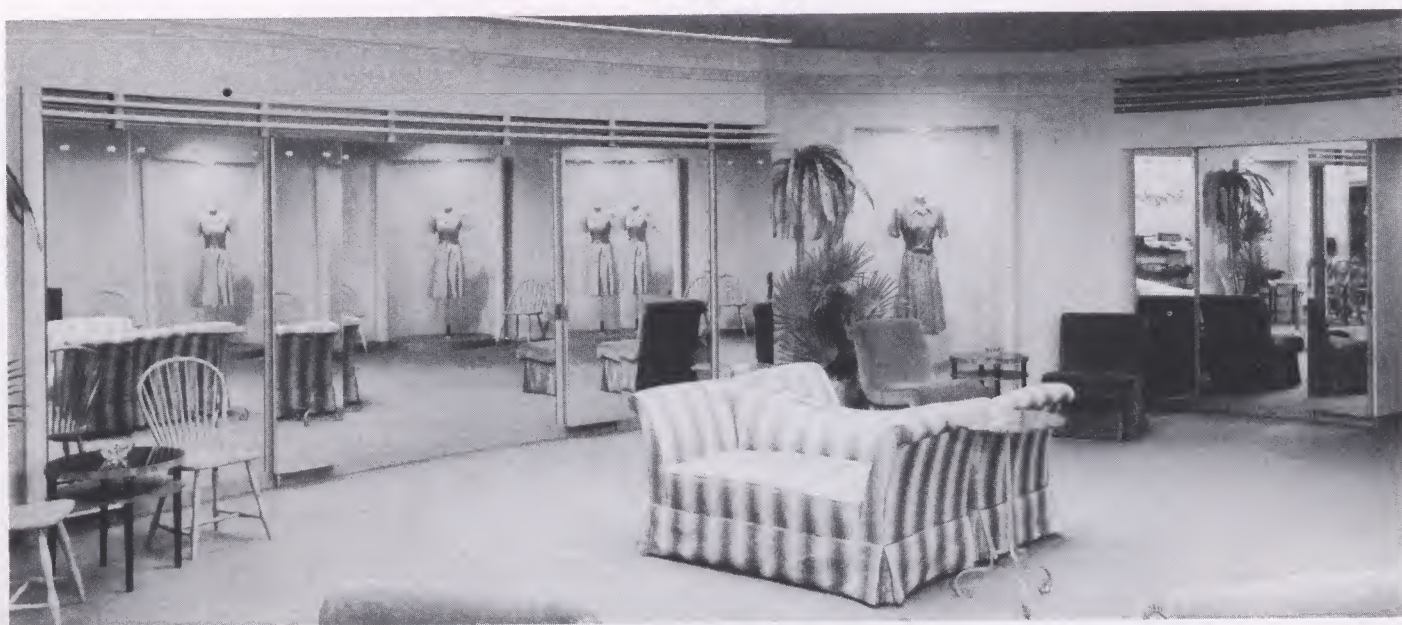




**TODAY, MORE AND MORE** emphasis is being placed on "eye-appeal" in modern merchandising. It has been proved so conclusively that the store which radiates smartness and appeal can outsell the other store of mediocre appearance. And when it comes to giving a store interior (or exterior!) "eye-appeal", you can't beat GLASS. Architect: John Matthew Hutton.



**PHANTOM SCREENS** of Pittsburgh Heavy Plate Glass, treated in the accordion manner, give style and character to this room in the Neiman Marcus Store, Dallas, Texas. Further enhancing the room's beauty and spaciousness are large wall mirrors. T. H. Robsjohn-Gibbings, Designer — René Brugnoni, Architect.



**A FAMOUS BOSTON STORE**, Jay's, Inc., has used glass skillfully in this attractive salesroom. Large triplicate mirrors, which are a feature of the room, serve a double purpose: they

supply excellent reflections of customers who are trying on merchandise, and they also make the room seem larger. Harry E. Davidson & Son, Architect. G. Leslie Rice, Associate.





## INTERIORS

- **PROMISE OF A GOOD ENTERTAIN-**
- **MENT** to come is held out to the movie-goer
- by this attractive entrance lobby of the Vogue
- Theatre in Lee's Summit, Mo. The modern,
- curved panels of PC Glass Blocks contribute a
- great deal of charm to the effect. Architect:
- L. P. Larson.

- **THE ADVANTAGES OF MIRRORS** as
- sales helps are many and varied. But one advan-
- tage that is always obtained, wherever mirrors
- are used, in whatever kind of store, is the imme-
- diate effect of greater spaciousness and brighter,
- more cheerful rooms. Svensson, Edstrom and
- Becker, Designers.

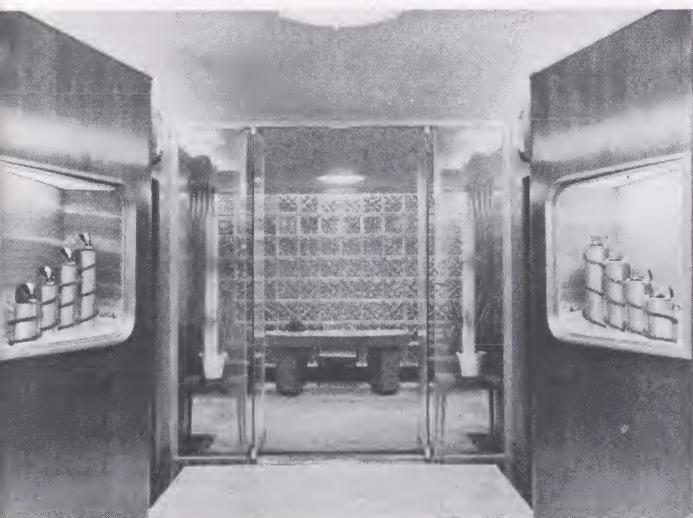






**GLASS HELPS** make it smart! Large, back-bar mirrors put snap and sparkle into this interior, and good-looking Plate Glass shelves aid the effect. Whether you own a store, restaurant,

hotel, bar or theatre, you can count on Glass to dress it up and build its business. Irwin & Gromeley, Designers — Dwight James Baum, Architect.



**HERE'S AN EXCEPTIONALLY** eye-catching reception lobby with glass in the role of chief welcomer. Herculite Doors and side panels strike the keynote, with PC Glass Blocks behind the reception desk and Plate Glass windows built into the entrance walls. Architect: Morris Lapidus.



**THIS ATTRACTIVE ARRANGEMENT** of a sales-room in the Bond Clothing Store, Providence, R. I., features a smart, up-to-date-looking panel of PC Glass Blocks, with triple Pittsburgh Mirrors flanking it at each side. A very appealing setting for the sale of men's clothing. Architect: Elias Rothschild.





**THE CIRCUS SNACK BAR** of the Forest Park Hotel in St. Louis wears an air of festivity and gayety, thanks partly to the attractive circus murals, and partly to the generous use of Plate Glass. Why not see what glass can do to beautify *your* establishment, and help to increase your business? Designer: Harold Koplar.

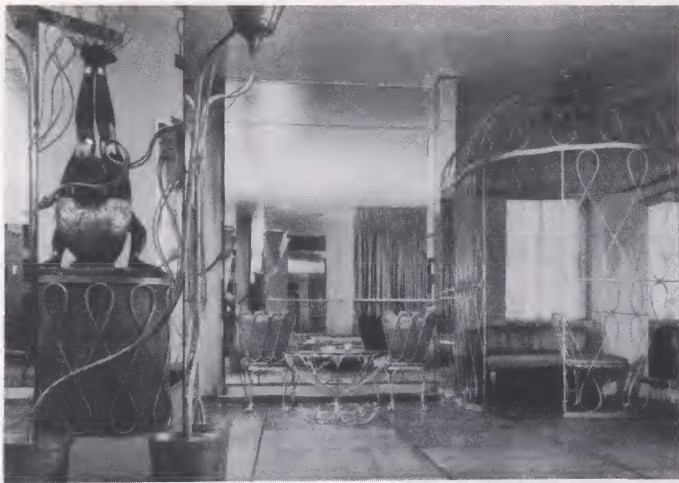
## INTERIORS

**HERE'S AN EXAMPLE** of how glass can put extra sales appeal into a store interior. These mirrored columns and impressive wall panels of Pittsburgh Mirrors, are not only extremely attractive to the eye, but serve also to increase the apparent size of Burt's Shoe Store in St. Paul. Architect: W. Emil Forman.

30

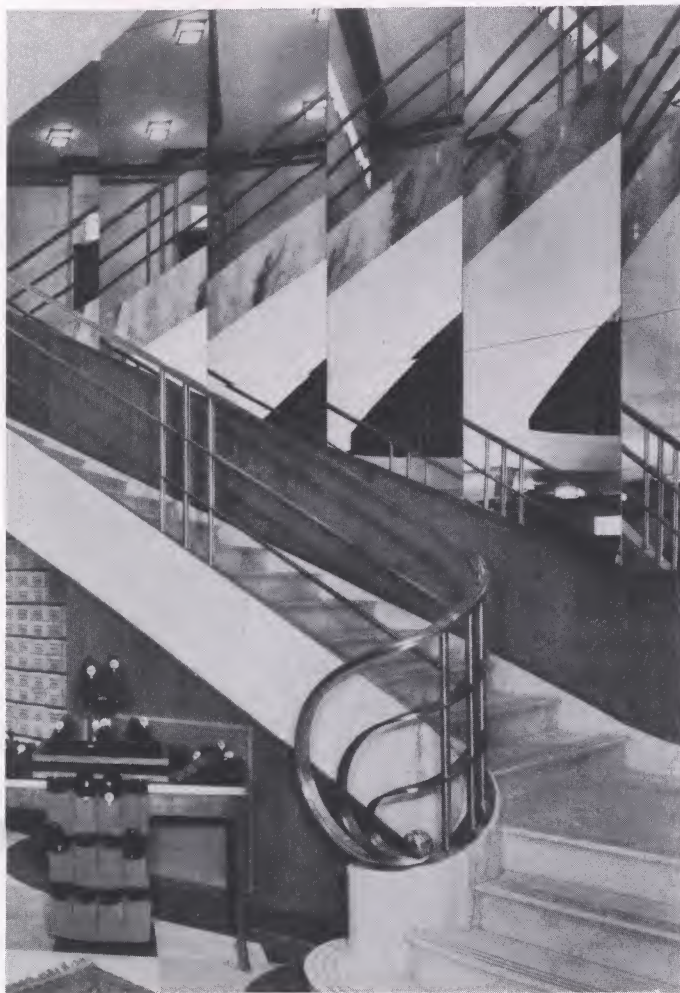






**MIRRORS ARE GENEROUSLY USED** as wall panels throughout this show room of John Fredericks, Inc., New York City. A light trough extending around the room at the base of the wall provides effective indirect lighting, while the large mirror areas help to reflect and distribute the light. Designer: T. H. Robsjohn-Gibbings. Architect: Rene Brugnoli.

**THE GRACEFUL SWEEP** of this stairway in a leading men's clothing store is emphasized by brilliant Pittsburgh Mirror panels. These mirrors attract instant attention to their good looks, and extend a warm invitation to the shopper to visit the upper regions of the store. Architect: Elias Rothschild.



**LOOK WHAT GLASS CAN DO** to give a hotel room personality and appeal! This bedroom in a suite of one of Chicago's leading hotels has a large Pittsburgh Mirror panel behind the vanity, a Plate Glass vanity top, and a handsome mirrored door. Architects: Skidmore, Owings & Merrill.

**DIFFERENT ENOUGH** to be truly interesting is this accordion partition of Pittsburgh Heavy Plate Glass in the exclusive New York Shop of Antoine de Paris. Shelves and display cases are also of Polished Plate Glass. Designer: Darveed, Inc.





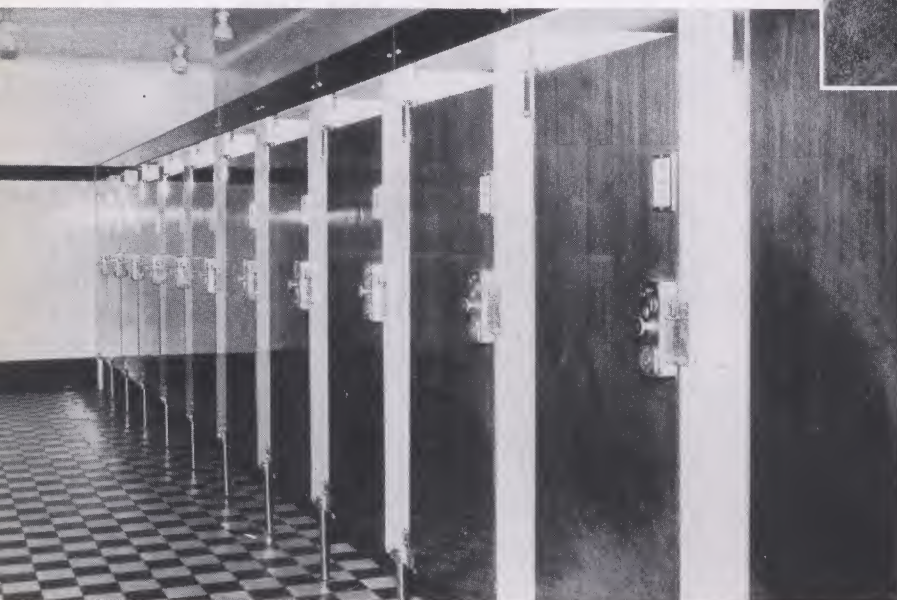


**IF YOUR WASHROOMS** are sanitary, modern and attractive, they help patrons to form a favorable opinion of your establishment. One way to be sure of up-to-date toilet rooms is to finish them with Carrara Structural Glass walls and partitions. This hotel toilet room is done in Black and Green. Architects: Marr & Holman.



**THERE ARE 10 ATTRACTIVE COLORS** of Carrara Glass to choose from in creating modern toilet rooms for your establishment. Many users find that where traffic is heavy, and hard usage is involved, smart, reflective Black Carrara walls and partitions, with an accent trim color, are especially satisfactory.

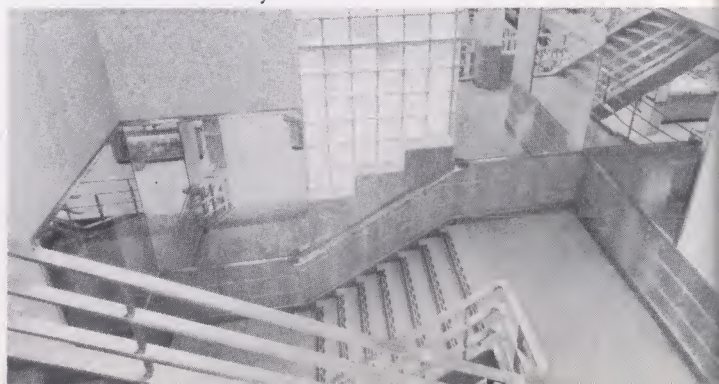
**MODERNIZING TOILET ROOMS** with Carrara Glass is usually very easy to do . . . because walls of this handsome structural glass can be applied right over the old walls, in most cases. This is a toilet room of Black and White Carrara in the Palmer House, Chicago. Architects: Holabird & Root.



**PILLARS ENCASED** in lovely Carrara Glass, and Plate Glass display cases, help make Kaufmann's Department Store in Pittsburgh one of the country's most distinguished stores. A good example of the old truth: appeal to their eyes and you appeal to their purse. Architects: Janssen & Cocken.



**IT'S HARD TO BEAT THIS COMBINATION** for invitation and sales-appeal. Beautiful Flesh Tinted Plate Glass mirrors brighten the corners of this staircase in the G. C. Murphy Store, East Liberty, Pa., while a large panel of PC Glass Blocks helps to light the stairs and please the eye. Architect: H. E. Crosby.





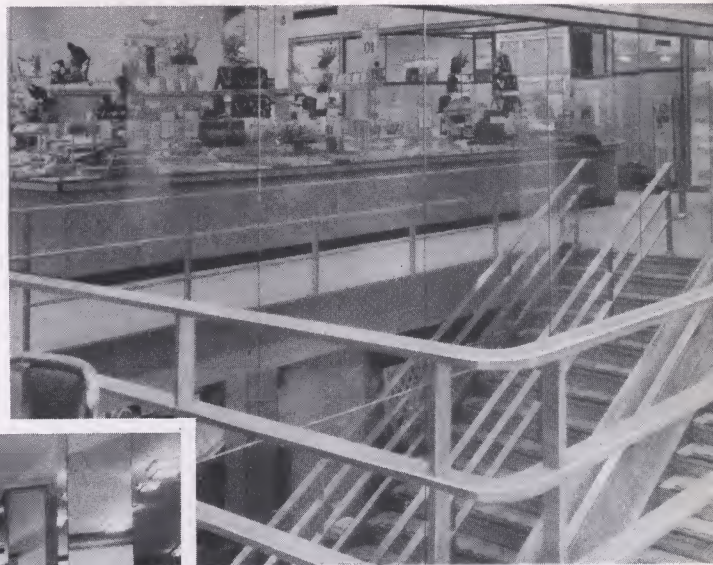


**SPACIOUSNESS, SMARTNESS** and modern good looks are the qualities imparted to commercial interiors by Pittsburgh Plate Glass Mirrors. Here's the Farragut Hotel Coffee Shop in Knoxville, Tenn., to prove it. The mirrors are flesh tinted, with engraved design. Designer: Lyman W. Cleveland.



**TO MAKE A STORE LOOK TWICE ITS SIZE**, glass is just the thing. Here's a fashionable jewelry store in Miami Beach, Fla., with a large mirrored wall, display niches glazed with Plate Glass, and lovely Plate Glass display cases forming an attractive ensemble of tremendous sales appeal. Architect: V. H. Nellenbogen.

**STAIRCASE IDEA** for alert merchants. Large mirrored wall panels like these in a leading variety store, not only serve to increase the apparent size of the store, but give customers something interesting to look at as they go up and down the stairs . . . themselves! Architect: H. E. Crosby.



**POLISHED PLATE GLASS**, generously used in display cases and to protect display shelves, draws the eye of the customer and dresses up the merchandise. Such large areas of clear, bright glass are becoming increasingly popular as sales tools with merchants throughout the country. Architect: Elias Rothschild.



# PRODUCTS for store fronts and interiors

made by PITTSBURGH PLATE GLASS

## CARRARA STRUCTURAL GLASS

Carrara is a structural material that combines beauty, versatility, sanitation, permanence, and reasonable cost. It is a glass that is mechanically ground and polished to a smooth, brilliant surface that has a mirror-like reflectivity. This quality of reflection adds depth and richness to the clear Carrara colors. There are ten attractive colors from which to choose: black, white, ivory, tranquil green, gray, beige, forest green, and trim colors of wine, orange, and Rembrandt blue. These colors can be used singly, with striking results, or combined to obtain eye-catching contrasts that attract the interest of shoppers.

Because of its adaptability to many kinds of decorative treatment, Carrara is equally suitable for a front of classic simplicity or for one which achieves distinction by an unusual design. It is also ideal for decorating interiors and for the walls, stiles, and partitions of washrooms and lavatories. Carrara can be sand-blasted, fluted, shaded, etched in high or shallow relief; it can be laminated to combine two or more colors, or it can be treated with color after sand-blasting for effects out of the ordinary.

The structure of Carrara is strong, homogeneous and closely knit. Its smooth texture makes it highly resistant to abrasion. It is impervious to the effects of heat, cold or moisture — can withstand the wear and tear of weather and continue to look bright and shining indefinitely. Carrara will not stain, check, craze, fade or change color with age. It is not affected by chemicals, oils, grease or grime. It is easy to care for. An occasional wiping with a damp cloth is usually all that is required. It is easy to install. There's a special plastic cement used for setting Carrara which gives it added protection against deterioration.

With the "Sandaire" process, intricate glass lettering or designs may be fabricated of Carrara Glass, all in one piece. This process makes it possible actually to paint colored pictures with glass, to embellish a store front or interior with glass lettering or glass figures of almost any type you desire. Designs and lettering produced by the "Sandaire" process are usually laminated to their backgrounds.

Special treatment of Carrara Structural Glass produces a material with an appearance of softness, a surface less brilliant and with more restrained reflectivity than the regulation ground and polished Carrara. This is appropriately called Suede-finish Carrara. It can be substituted for regular Carrara or combined with it to create individual effects in store front design. Suede-finish Carrara is available in  $\frac{1}{32}$ " thickness for the standard Carrara colors, and  $\frac{1}{16}$ " in the trim colors.

## SUEDE-FINISH CARRARA

Durable and sturdy PC Glass Blocks are made of clear, colorless, all-glass units that have been permanently fused together. A partial vacuum inside each block is responsible for important insulation properties. PC Glass Blocks are available in 10 distinctive patterns, including blocks designed to meet special light-directing and light-diffusing requirements, any one of which may be adapted to a store design to increase its originality and appeal. The maintenance cost of PC Glass Blocks is practically non-existent. Installed in panels, the solid mass of glass, broken only by the strong, clean mortar joints between the blocks, practically takes care of itself. That's because the diffusion of light through the blocks and the pattern of the glass make dust and other small particles of dirt less visible.

PC Glass Blocks are used for light-transmission panels, and for decorative purposes in all types of stores. There are three different sizes to choose from.

Made from Plate Glass of superior quality, Pittsburgh Mirrors are finished with the care and skill that speak of fine craftsmanship. You will find Pittsburgh Mirrors distinguished by their

## PC GLASS BLOCKS



## and PITTSBURGH CORNING CORPORATION

beauty, their unusually true reflections and their long life. Used in stores they give added light and cheerfulness, make interiors look larger. When mirrors are to be incorporated in store fronts, we recommend Pittsburgh Copper Back Mirrors, for their genuine electro-copper-plating gives them additional protection against deterioration from climatic or atmospheric conditions. You can attain original effects with Pittsburgh Mirrors fabricated from Flesh Tinted, Blue, Solex (green) and Crystalex (water white) Plate Glass, in addition to Plate Glass in its regular color, and you have a choice of silver, gold or gun-metal backing.

Pittsburgh Plate Glass is ground and polished, mechanically, to a true, flat surface and a perfect brilliance and reflectivity of finish. It is the finest material available for glazing show windows and display cases, and for scores of interior decorative purposes, wherever clarity of vision, beauty, and dignity are desired. It imparts to buildings in which it is used a brilliance and luster, a distinction and charm, that enhance their appearance and add immeasurably to their sales appeal.

There are, also, Blue, Flesh Tinted, Green and Water White Plate Glass which are ideal for decorative uses in modern buildings. These add sparkle and color, and are exceedingly ornamental in bars, stores, and public and commercial buildings of all types.

The possibilities for the effective use of Heavy Plate Glass are unlimited. It has been used successfully for many purposes: decorative panels and partitions; shelves; skylights; theatre marquees; bank fixtures; telephone booths. Wherever it is used, it lends to buildings a beauty, dignity, and modern touch.

Heavy Plate Glass is clear and affords perfect vision. It has a brilliant and mirror-like smoothness of surface which only fine Plate Glass can offer. It is impervious to moisture, weather, cleaning chemicals, pencil marks, and other disfiguring agents. It is easily cleaned, and possesses strength that protects and endures.

Heavy Plate Glass doors, often without door frames of any description, may be made of Herculite Plate Glass. A special tempering process makes Herculite Doors four to five times as strong as regular Plate Glass of equal thickness, and many times more resistant to impact and shock. Yet all the beauty of Pittsburgh Polished Plate Glass is retained in Herculite Glass Doors.

The two lines of Pittco Store Front Metal are outstanding in the field. They are designed finely, in the modern manner. They are simple; yet they have dignified beauty and appeal. A wide variety of sash, bars, and mouldings is available for the creation of striking store fronts and interiors.

Pittco DeLuxe is the finest line of store front metal that inspired design, modern ingenuity, and superior materials and workmanship can produce. It is as practical as it is beautiful. It is easy to install, all setting operations being performed outside the show window. The extruded method of manufacture assures rugged strength, clean, sharp profiles, lasting color, and perfect finish.

Pittco Premier shows the same careful planning and styling. It, too, can be set easily and quickly from the outside, effecting a substantial saving in setting time. It has a self-adjusting clip which always maintains a firm grip on the glass, no matter what its thickness. The Premier line is lightweight and moderately priced — an ideal choice for store fronts which require quality metal at an economical price.

**PITTSBURGH  
MIRRORS**

**POLISHED  
PLATE GLASS**

**HEAVY  
PLATE GLASS**

**HERCULITE  
DOORS**

**PITTCO STORE  
FRONT METAL**



# PITTSBURGH PRODUCTS

for store fronts  
and interiors are readily available in these cities through  
the branches of the Pittsburgh Plate Glass Company

Akron 4, Ohio  
Albany 1, N. Y.  
Allentown, Pa.  
Amarillo, Texas  
Ann Arbor, Mich.  
Atlanta 1, Ga.  
Atlantic City, N. J.  
Augusta, Ga.  
Aurora, Ill.  
Baltimore 1, Md.  
Beaumont, Texas  
Birmingham 1, Ala.  
Boston 15, Mass.  
Bronx 51, N. Y.  
Buffalo 2, N. Y.  
Burlington, Vt.  
Butte, Mont.  
Charleston, S. C.  
Charlotte 1, N. C.  
Chicago 11, Ill.  
Cincinnati 2, Ohio  
Cleveland 14, Ohio  
Columbia 3, S. C.  
Columbus 1, Ohio  
Corpus Christi, Texas  
Dallas 2, Texas  
Danville, Ill.  
Davenport, Iowa  
Decatur 21, Ill.  
Denver 1, Colo.  
Des Moines 6, Iowa  
Detroit 2, Mich.  
Dubuque, Iowa  
Duluth 2, Minn.

Durham, N. C.  
Elgin, Ill.  
El Paso, Texas  
Erie, Pa.  
Findlay, Ohio  
Fort Worth 1, Texas  
Fostoria, Ohio  
Galesburg, Ill.  
Grand Rapids 2, Mich.  
Greensboro, N. C.  
Greenville, S. C.  
Hamilton, Ohio  
Hammond, Ind.  
Harrisburg, Pa.  
Hartford 1, Conn.  
High Point, N. C.  
Houston 1, Texas  
Indianapolis 6, Ind.  
Iowa City, Iowa  
Jackson, Mich.  
Jacksonville 3, Fla.  
Jeannette, Pa.  
Joplin, Mo.  
Kalamazoo, Mich.  
Kansas City 6, Mo.  
Kittanning, Pa.  
Knoxville 12, Tenn.  
LaCrosse, Wis.  
Lexington, Ky.  
Lima, Ohio  
Lincoln 1, Nebr.  
Little Rock, Ark.  
Louisville 1, Ky.  
Lynchburg, Va.

Macon, Ga.  
Madison 3, Wis.  
Manchester, N. H.  
Mansfield, Ohio  
Mason City, Iowa  
Memphis 1, Tenn.  
Miami 31, Fla.  
Milwaukee 1, Wis.  
Mineola, N. Y.  
Minneapolis 15, Minn.  
Mobile 1, Ala.  
Montgomery 3, Ala.  
Mt. Vernon, N. Y.  
Muskegon 4, Mich.  
Nashville 2, Tenn.  
Newark 8, N. J.  
New Castle, Pa.  
New Haven 13, Conn.  
New Orleans 1, La.  
New York (Brooklyn 1),  
N. Y.  
Niagara Falls, N. Y.  
Oklahoma City 2, Okla.  
Omaha 1, Nebr.  
Oshkosh, Wis.  
Paducah, Ky.  
Parkersburg, W. Va.  
Peoria 2, Ill.  
Philadelphia 32, Pa.  
Pittsburgh 22, Pa.  
Portsmouth, Ohio  
Providence 1, R. I.  
Racine, Wis.  
Richmond 3, Va.

Roanoke 5, Va.  
Rochester 8, N. Y.  
Rockford, Ill.  
Saginaw, Mich.  
St. Joseph 7, Mo.  
St. Louis 10, Mo.  
St. Paul 1, Minn.  
Salina, Kansas  
San Antonio 6, Texas  
Savannah, Ga.  
Scranton 9, Pa.  
Shreveport 90, La.  
Sioux Falls, S. Dak.  
South Bend 24, Ind.  
Springfield 5, Mass.  
Springfield, Ill.  
Springfield, Mo.  
Springfield, Ohio  
Syracuse 1, N. Y.  
Tampa 1, Fla.  
Terre Haute, Ind.  
Tiffin, Ohio  
Toledo 6, Ohio  
Topeka, Kan.  
Tulsa 1, Okla.  
Utica 3, N. Y.  
Washington 2, D. C.  
Washington, Pa.  
Wichita 1, Kan.  
Wilkes-Barre, Pa.  
Wilmington, Del.  
Worcester, Mass.  
Youngstown 3, Ohio  
Zanesville, Ohio

## ON THE PACIFIC COAST, THROUGH THE BRANCHES OF W. P. FULLER & CO.

Phoenix, Ariz.  
Tucson, Ariz.  
Alameda, Calif.  
Alhambra, Calif.  
Bakersfield, Calif.  
Berkeley, Calif.  
Beverly Hills, Calif.  
Eureka, Calif.  
Fresno, Calif.  
Glendale, Calif.  
Hollywood, Calif.

Huntingdon Park, Calif.  
Long Beach, Calif.  
Los Angeles, Calif.  
Modesto, Calif.  
Oakland, Calif.  
Pasadena, Calif.  
Pomona, Calif.  
Riverside, Calif.  
Sacramento, Calif.  
San Bernardino, Calif.  
San Diego, Calif.

San Francisco, Calif.  
San Jose, Calif.  
San Pedro, Calif.  
Santa Ana, Calif.  
Santa Barbara, Calif.  
Santa Monica, Calif.  
Stockton, Calif.  
Boise, Idaho  
Butte, Mont.  
Missoula, Mont.  
Portland, Ore.

Ogden, Utah  
Salt Lake City, Utah  
Bellingham, Wash.  
Seattle, Wash.  
Spokane, Wash.  
Tacoma, Wash.  
Vancouver, Wash.  
Walla Walla, Wash.  
Yakima, Wash.

"PITTSBURGH" stands for Quality Glass and Paint

PITTSBURGH PLATE GLASS COMPANY



# PITTSBURGH PRODUCTS

and  
the

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FOR  
PRESERVATION  
TECHNOLOGY,  
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PITTSBURGH PLATE GLASS COMPANY